

Criteria

TARGET INVESTMENT SIZE (EQUITY)

\$50 million  \$200 million

LNK can secure co-investors for amounts above \$200 million

HIGHLY FLEXIBLE IN TYPE AND STRUCTURE



INDUSTRY SEGMENTS

LNK Partners focuses on all types of consumer and retail companies, including the following subsectors:

Consumer Products and Services

Including but not limited to:

- Apparel and Footwear
- Beauty and Personal Care
- Food and Beverage
- Health and Wellness
- Household Products
- Pet
- Recreation and Leisure
- Restaurants

Retail

Including but not limited to:

- Automotive
- Convenience Stores, Drug Stores, and Grocery
- Direct Marketing
- Discount and Extreme Value Stores
- Health and Fitness
- Home Furnishings

DESIRED CHARACTERISTICS

- EBITDA \$15 million to \$100+ million
- Differentiated and sustainable consumer value proposition
- Proven economics
- Successful businesses, no turnarounds

MANAGEMENT

- Proven management
- Seeking best partner
- Highly committed to future growth
- Interested in conservative capitalization
- LNK will selectively consider opportunities that require management transition